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PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: M. Walchak

Date: July 7, 1988

From: L. S. Latif

Subject: Alpine Pack Coupon

Enclosed are hand-made comps of all four Alpine packings with coupons applied to the outside. As we discussed, the width of these is 1.500. Due to the graphics and the direction to not cover up the brand logo, a coupon length of 1.125 is recommended. This coupon size is illustrated on the samples.

Both single layer and two-layer coupons have been simulated. Direction on number of layers, location of folded edge, perforation or fold, and approval of size and placement are required to proceed with development.

Please advise.

cc: S. L. Cline
E. Gruca
H. E. Huling
M. F. Van der Ploeg
(LSL\AlpPkCou.NYO)

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